

# TRUE TO OUR ROOTS

## SPONSORSHIP PROSPECTUS



## ABOUT REACH

Since 1994, Reach has been inspiring young people to believe in themselves and get the most out of life.

Reach improves the wellbeing of young people so they can be healthy and resilient to meet life's challenges and fulfil their potential.

Reach's model is unique – young people inspiring other young people. All workshops for young people aged 10 to 18 are 100% designed and delivered by youth. The Reach 'Crew', aged between 15 and 25 years participate in a structured and comprehensive training and development program that empowers them to create safe spaces for other young people. Young people say they can relate to the Crew because they speak honestly and openly about their own journey and personal challenges.

## OUR VISION

That every young person has the support and self-belief they need to fulfil their potential and dare to dream.

## OUR MISSION

To encourage young people, no matter what their circumstances, to believe they can achieve.



## OUR CEO - CHRIS NAISH

Chris joined Reach in May 2016 after having spent over 16 years at **AFL SportsReady**, with roles including Chief Operating Officer and Executive Manager. Prior to working at AFL SportsReady, Chris sustained an **11 year career in the AFL**, playing 161 senior games with both the Richmond Tigers and Port Power Football Clubs from 1989-1999.

Chris oversaw the operations of AFL SportsReady throughout a period of significant growth, implementing a strategic growth model to increase annual turnover. Throughout this time, the organisation secured a large number of new corporate and philanthropic partners and increased sponsorship figures tenfold over an 18 month period.

With a demonstrated passion and commitment to the development of young people throughout his time at AFL SportsReady, Chris has overseen the employment of approximately 13,000 young people within the sports and leisure, business and corporate sectors. Chris is also fiercely passionate about the empowerment and involvement of Indigenous young people, introducing the AFL SportsReady's Indigenous Employment programs in 2001 which has since seen the employment of over 2000 Indigenous young people.

## REACH REGIONAL PRESENCE

In 2013 Reach made a commitment to the potential of young people in regional Australia. Through the support of BHP Billiton we implemented Reach's first regional pilot project in the Hunter region of NSW. Over the past 4 years Reach has worked collaboratively with schools, councils and local youth focused community organisations and made a positive impact on the lives of over 8000 young people in the Hunter Region alone.

Reach has and continues to work with over 20 primary schools and high schools to deliver workshops and training to young people, teachers and youth professionals to bring a greater wellbeing focus to their classroom and community settings throughout the Hunter.

## NSW EVENTS

In July 2016 we added 'Untapped' to our NSW events calendar - a cocktail party with a difference. In 2017 Reach will host our inaugural engagement event in the Hunter Valley called 'True To Our Roots'. Our aim is to involve and engage a community that has believed in the potential of its young people by supporting Reach's work in the Hunter Region over the past 4 years.

'True To Our Roots' will be a night to celebrate, thank, and support the community, as well an opportunity to experience first hand the positive impact of Reach's work.

# TRUE TO OUR ROOTS

To celebrate our ongoing work in the Hunter Region

**DATE:** 31st March 2017

**VENUE:** McGuigans Winery Corner of Broke & McDonalds Roads, Pokolbin NSW 2320

# SPONSORSHIP OPPORTUNITIES

With the support of local businesses we hope to create a opportunity to gain awareness and garner further support for Reach's work in the Hunter.

## 'THE BIG DAWG'

**10,000AUD**

**Limited to one sponsor**

### INCENTIVES

- Supporting an organisation whose brand, mission and vision aligns closely with your own
- Demonstrate social awareness and belief in the wellbeing of Australia's young people
- Direct awareness and exposure to a large group of celebrities, local business leaders and other notable people including media and corporate Australia

### BENEFITS AND INCLUSIONS

- 20 tickets to 'True To Our Roots'
- Event endorsement as the official major sponsor
- Acknowledgment at the beginning and thank-you at the end of 'True To Our Roots' by our host
- Sponsorship mentions in all pre and post media releases (where applicable)
- Mentions across Reach's social media platforms (audience of 40,000+)
- Logo on all online promotional material sent to a database of over 7,000 individuals and organisations
- Logo on collateral at event
- Logo, mention and link to your website on the events page of the Reach website

## 'THE CHAMPS'

**2,500AUD**

**Limited to two sponsors**

### INCENTIVES

- Supporting an organisation whose brand, mission and vision aligns closely with your own
- Demonstrate social awareness and belief in the wellbeing of Australia's young people
- Direct awareness and exposure to a large group of celebrities, local business leaders and other notable people including media and corporates

### BENEFITS AND INCLUSIONS

- 10 tickets to 'True To Our Roots'
- Event endorsement as an official sponsor
- Acknowledgment at the beginning and thank-you at the end of 'True To Our Roots' by our host
- Logo on all online promotional material sent to a database of over 7,000 individuals and organisations

## 'THE ALL-ROUND LEGENDS'

**5,000AUD**

**Limited to two sponsors**

### INCENTIVES

- Supporting an organisation whose brand, mission and vision aligns closely with your own
- Demonstrate social awareness and belief in the wellbeing of Australia's young people
- Direct awareness and exposure to a large group of celebrities, local business leaders and other notable people including media and corporates

### BENEFITS AND INCLUSIONS

- 15 tickets to 'True To Our Roots'
- Event endorsement as an official sponsor
- Acknowledgment at the beginning and thank-you at the end of 'True To Our Roots' by our host
- Logo on all online promotional material sent to a database of over 7,000 individuals and organisations
- Logo on collateral at event



## HOW TO APPLY

Please contact [eventssponsorship@reach.org.au](mailto:eventssponsorship@reach.org.au) to register your interest.

For enquiries or to discuss tailored packages, please email [eventssponsorship@reach.org.au](mailto:eventssponsorship@reach.org.au) or call 03 9412 0900



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